

TDPAC_TX HD 98_Brushfire_MQ_v1.0_260129

n=300 Likely Republican Primary Voters - MoE=±6%

Texas House District 98

January 26-29, 2026

Section 1: Introduction & Screening Questions

INTRODUCTION

Hello, may I speak with (*Name On File*)? *OR*

Hello, (*Name On File*) I'm ____ with _____. We are reaching out to people in your area to take part in a brief survey. This is confidential, we will simply be asking for your opinions, we are not selling anything. (*GO INTO ASKING FIRST QUESTION IMMEDIATELY*)

SCR_IND: SENSITIVE INDUSTRY

1. First, are you or any member of your immediate family a member of the news media, a Public Relations company, or an active participant with any political campaign?

- Yes *Terminate*
- No *Continue*

SCR_P1: LIKELIHOOD TO VOTE

2. And how likely would you say you are to vote in this year's primary for U.S. Senate, Congress, Governor, and other state and local offices? Would you say you will...

- Definitely Vote *Continue*
- Probably Vote *Continue*
- Probably Not Vote *Terminate*
- Definitely Not Vote *Terminate*
- Don't Know/Refused (*DO NOT READ*) *Terminate*

SCR_P2: PARTY PRIMARY

3. And as you may know, in Texas a voter may choose to vote in the *ROTATE* Republican or Democratic *END ROTATION* primary but may not vote in both. Which party's primary would you say that you plan to vote in for the 2026 primary election?

- Republican *Continue*
- Democrat *Terminate*
- Not sure / Haven't decided *Terminate*
- Neither *Terminate*
- Don't Know/Refused (*DO NOT READ*) *Terminate*

Section 2: Political Environment

IMAGES

Now I am going to read you a list of names of people or groups of people. After I read each one, please tell me if you have ROTATE a favorable or an unfavorable END ROTATION impression of that person or group. If I read you one you have never heard of, just tell me and we'll move on to the next one.

IF FAVORABLE/UNFAVORABLE, ASK:

And, would you say you have a VERY (favorable/unfavorable) impression of that (person/group), or just SOMEWHAT?

The (first/next) one is...

<u>RANDOMIZE</u>		Total fav	Very fav	Smwt fav	Never hrnd of	No opin	Smwt unfav	Very unfav	Total unfav
Q_ID_01	4. Armin Mizani (<i>miz-on-ee</i>)	44%	25%	19%	14%	25%	7%	9%	16%
Q_ID_02	5. Fred Tate	30%	12%	18%	26%	20%	9%	14%	23%
Q_ID_03	6. Ken Paxton	58%	28%	30%	5%	11%	11%	16%	26%
Q_ID_04	7. Wesley Hunt	42%	23%	19%	28%	21%	4%	4%	8%
Q_ID_05	8. Greg Abbott	82%	53%	29%	1%	2%	7%	9%	15%
Q_ID_06	9. John Cornyn (<i>CORN-in</i>)	47%	21%	26%	7%	9%	19%	18%	37%
Q_ID_07	10. Donald Trump	84%	61%	23%	<1%	4%	5%	7%	12%

Section 3: Information Flow and Issues

ROTATE MIZANI & TATE INFORMATION FLOW AS BLOCKS

Q_IF_VOL_01: SEEN, READ, OR HEARD VOLUME ON MIZANI

11. How much have you read, seen or heard about Armin Mizani (*miz-on-ee*) recently? Would you say you have seen, read, or heard ROTATE TOP TO BOTTOM; BOTTOM TO TOP a lot, just some, or nothing at all?

- A Lot 41%
- Just Some 31%
- Nothing At All 27%
- Don't Know/Refused (DO NOT READ) 1%

IF Q IF_VOL_01 = NOTHING AT ALL, AUTOPUNCH "HAVE NOT SEEN/HEARD" AND SKIP; ALL OTHERS ASK:

Q_IF_IMP_01: SEEN, READ, OR HEARD IMPACT ON MIZANI

12. Would you say that what you have seen, read, or heard recently about Armin Mizani (*miz-on-ee*) has given you a ROTATE more or less END ROTATION favorable impression of them?

IF MORE FAVORABLE/LESS FAVORABLE, ASK:

And, would you say it has given you a MUCH (more/less) favorable impression of Armin Mizani or just SOMEWHAT?

TOTAL MORE FAVORABLE	34%
TOTAL LESS FAVORABLE	25%
• Much More Favorable	18%
• Somewhat More Favorable	16%
• Don't Know / Refused (<u>DO NOT READ</u>)	14%
• Have Not Seen/Read/Heard (<u>DO NOT DISPLAY</u>)	27%
• Somewhat Less Favorable	14%
• Much Less Favorable	11%

Q_IF_SRC_01: INFORMATION SOURCE ON MIZANI

IF Q IF_VOL_01 = NOTHING AT ALL, AUTOPUNCH "HAVE NOT SEEN/READ/HEARD" AND SKIP; ALL OTHERS ASK:

13. And, can you recall where you saw, read or heard about Armin Mizani (*miz-on-ee*)? Was it...

RANDOMIZE; ACCEPT MULTIPLE RESPONSES

• Mail You Received	33%
• Something You Read On A Website, Such As A Blog, News Site, Or Social Media	31%
• Television Ad Or News Coverage	19%
• Yard Signs	15%
• Text Message You Received	15%
• Heard About Them From People You Know	12%
• E-Mail You Received	9%
• Met Them In Person Or Saw Them At An Event	9%
• Newspaper Coverage	7%
• From Someone Who Knocked On Your Door	6%
• Radio Ad You Heard	4%
• Phone Call You Received	4%
• Other (<u>SPECIFY</u>) :	5%
• Don't Know/Refused (<u>DO NOT READ</u>)	1%
• Have Not Seen/Read/Heard (<u>DO NOT DISPLAY</u>)	27%

V_IF_01: SEEN, READ, OR HEARD VERBATIM ON MIZANI**IF Q_IF_VOL_01 = NOTHING AT ALL, SKIP; ALL OTHERS ASK:**

14. And, can you tell me what you remember specifically seeing, reading, or hearing about Armin Mizani (miz-on-ee)?

SEE VERBATIM RESPONSES**Q_IF_VOL_02: SEEN, READ, OR HEARD VOLUME ON TATE**

15. How much have you read, seen or heard about Fred Tate recently? Would you say you have seen, read, or heard ROTATE TOP TO BOTTOM; BOTTOM TO TOP a lot, just some, or nothing at all?

- A Lot 18%
- Just Some 40%
- Nothing At All 41%
- Don't Know/Refused (DO NOT READ) 1%

IF Q_IF_VOL_02 = NOTHING AT ALL, AUTOPUNCH "HAVE NOT SEEN/READ/HEARD" AND SKIP; ALL OTHERS ASK:**Q_IF_IMP_02: SEEN, READ, OR HEARD IMPACT ON TATE**

16. Would you say that what you have seen, read, or heard recently about Fred Tate has given you a ROTATE more or less END ROTATION favorable impression of them?

IF MORE FAVORABLE/LESS FAVORABLE, ASK:

And, would you say it has given you a MUCH (more/less) favorable impression of Fred Tate or just SOMEWHAT?

TOTAL MORE FAVORABLE	22%
TOTAL LESS FAVORABLE	23%
• Much More Favorable	8%
• Somewhat More Favorable	14%
• Don't Know / Refused (<u>DO NOT READ</u>)	14%
• Have Not Seen/Read/Heard (<u>DO NOT DISPLAY</u>)	41%
• Somewhat Less Favorable	11%
• Much Less Favorable	11%

Q_IF_SRC_02: INFORMATION SOURCE ON TATE**IF Q_IF_VOL_02 = NOTHING AT ALL, AUTOPUNCH "HAVE NOT SEEN/READ/HEARD" AND SKIP; ALL OTHERS****ASK:**

17. And, can you recall where you saw, read or heard about Fred Tate? Was it...

RANDOMIZE; ACCEPT MULTIPLE RESPONSES

- Mail You Received 29%
- Something You Read On A Website, Such As A Blog, News Site, Or Social Media 19%
- Television Ad Or News Coverage 13%
- Text Message You Received 12%
- Yard Signs 10%
- E-Mail You Received 6%
- Heard About Them From People You Know 5%
- Newspaper Coverage 4%
- From Someone Who Knocked On Your Door 3%
- Phone Call You Received 2%
- Met Them In Person Or Saw Them At An Event 2%
- Radio Ad You Heard 1%
- Other (SPECIFY) : 3%
- Don't Know/Refused (DO NOT READ) 1%
- Have Not Seen/Read/Heard (DO NOT DISPLAY) 41%

V_IF_02: SEEN, READ, OR HEARD VERBATIM ON TATE**IF Q_IF_VOL_02 = NOTHING AT ALL, SKIP; ALL OTHERS ASK:**

18. And, can you tell me what you remember specifically seeing, reading, or hearing about Fred Tate?

SEE VERBATIM RESPONSES

Section 4: Ballots & Messaging Series 1

Q_BAL_01: US SENATE FULL BALLOT

Thinking about this year's primary elections...

19. If the Republican primary election for the United States Senate were held today, would you vote for ROTATE

John Cornyn (CORN-in),
Wesley Hunt,
...or...
Ken Paxton

IF CHOICE, ASK:

And, would you DEFINITELY vote for (choice), or just PROBABLY?

IF UNDECIDED/NOT SURE, ASK:

If you had to decide today, would you lean more toward ROTATE (repeat choices)?

TOTAL CORNYN	29%	TOTAL PAXTON	27%
TOTAL HUNT	27%		
• Definitely Cornyn	14%	• Definitely Paxton	16%
• Probably Cornyn	10%	• Probably Paxton	8%
• Lean Cornyn	5%	• Lean Paxton	3%
• Definitely Hunt	15%	• Hard Undecided/Not Sure/Don't	
• Probably Hunt	10%	Know <u>(DO NOT READ)</u>	16%
• Lean Hunt	2%		

Q_BAL_INT: INITIAL FULL BALLOT

20. If the Republican primary election for the Texas House of Representatives were held today, would you vote for ROTATE

Armin Mizani (miz-on-ee),
Fred Tate,
...or...
Zee Wilcox

IF CHOICE, ASK:

And, would you DEFINITELY vote for (choice), or just PROBABLY?

IF UNDECIDED/NOT SURE, ASK:

If you had to decide today, would you lean more toward ROTATE (repeat choices)?

TOTAL MIZANI	43%	TOTAL WILCOX	3%
TOTAL TATE	29%		
• Definitely Mizani	28%	• Definitely Wilcox	2%
• Probably Mizani	13%	• Probably Wilcox	2%
• Lean Mizani	2%	• Lean Wilcox	0%
• Definitely Tate	15%	• Hard Undecided/Not Sure/Don't	
• Probably Tate	10%	Know <u>(DO NOT READ)</u>	24%
• Lean Tate	4%		

Section 5: Ballots & Messaging Series 2

CONTROL MESSAGES

ASK M_CTRL_2 OF 1/3 OF TOTAL RESPONDENTS

MESSAGING SERIES 2

IF ASKED CONTROL MESSAGE (M_CTRL_2) SKIP TO INFORMED BALLOT 2; ALL OTHERS CONTINUE

Now, I am going to read you some brief statements that you may see or hear in advertisements in the coming months. For each statement, please tell me if that statement would cause you to be ROTATION more likely or less likely END ROTATION to vote for that particular candidate. If you're not sure how a statement would impact your vote just say so and we'll move on to the next one.

IF CHOICE, ASK:

And, would you say that causes you to be MUCH (more/less) likely to vote for (name), or just SOMEWHAT?

The (first/next) one is...

ASK EACH RESPONDENT 75% OF MESSAGE SERIES 2

		<u>RANDOMIZE</u>	Total more likely	Much more likely	Smwt more likely	DK/Ref <u>(DO NOT READ)</u>	Smwt less likely	Much less likely	Total less likely
M_C1_N_01	30.	While families struggle with rising costs, Fred Tate voted to raise our water rates to unprecedented levels.	5%	2%	3%	24%	23%	48%	71%
M_C1_N_02	31.	While families are struggling to keep up with inflation, Fred Tate voted to increase government spending four years in a row.	5%	3%	1%	29%	21%	45%	66%
M_C1_N_03	32.	Fred Tate gave nine million dollars in salary increases to government bureaucrats.	6%	3%	3%	31%	16%	48%	63%
M_C1_N_04	33.	Fred Tate is a big-spending liberal who's drowning us in higher costs by supporting increasing local spending by fifty three percent.	4%	1%	3%	27%	24%	45%	69%
M_C1_N_05	34.	Fred Tate opposes abolishing property taxes and would do nothing to stop out of control property tax increases.	6%	4%	2%	28%	18%	48%	66%
M_C1_N_06	35.	Fred Tate's votes for new government spending cost taxpayers more than eight million dollars and funded Tate's flights on a luxury private jet.	2%	1%	1%	27%	19%	52%	71%

<u>RANDOMIZE</u>		Total more likely	Much more likely	Smwt more likely	DK/Ref (DO NOT READ)	Smwt less likely	Much less likely	Total less likely
M_C1_N_07	36. Fred Tate is funded by Oklahoma Indian tribe casinos.	9%	4%	4%	42%	20%	30%	49%
M_C1_N_08	37. Fred Tate's campaign is funded by a special interest group that has spent more than six million dollars to elect Democrats, including Jasmine Crockett.	3%	3%	0%	23%	15%	59%	74%

Q_BAL_INF2: INFORMED BALLOT 2

And, thinking again this year's primary elections...

38. If the Republican primary election for the Texas House of Representatives were held today, would you vote for ROTATE

Armin Mizani (*miz-on-ee*),

Fred Tate,

...or...

Zee Wilcox

IF CHOICE, ASK:

And, would you DEFINITELY vote for (choice), or just PROBABLY?

IF UNDECIDED/NOT SURE, ASK:

If you had to decide today, would you lean more toward ROTATE (repeat choices)?

	INT	INF1	INF2		INT	INF1	INF2
TOTAL MIZANI	43%	40%	42%	TOTAL WILCOX	3%	4%	6%
TOTAL TATE	29%	32%	30%				
• Definitely Mizani	28%	24%	28%	• Definitely Wilcox	2%	2%	2%
• Probably Mizani	13%	13%	12%	• Probably Wilcox	2%	2%	3%
• Lean Mizani	2%	2%	2%	• Lean Wilcox	0%	1%	1%
• Definitely Tate	15%	17%	15%	• Hard Undecided/Not Sure/Don't Know <u>(DO NOT READ)</u>	24%	24%	23%
• Probably Tate	10%	9%	8%				
• Lean Tate	4%	6%	6%				

Section 6: Demography - Primary

Now, I have just a few more questions for demographic purposes only...

Q_IDEO: SELF IDEOLOGY

39. Would you say you are ROTATE a conservative, a moderate, or a liberal END ROTATION in your political beliefs?

IF CONSERVATIVE/LIBERAL, ASK:

And, would you say you are VERY (conservative/liberal) or just SOMEWHAT?

TOTAL CONSERVATIVE	79%
TOTAL LIBERAL	1%
• Very Conservative	59%
• Somewhat Conservative	20%
• Don't Know / Refused (<u>DO NOT READ</u>)	1%
• Moderate	19%
• Somewhat Liberal	1%
• Very Liberal	0%

Q_LOCAL: LOCAL GOP INVOLVEMENT

40. Are you currently active in your local Republican party organization?

- Yes 12%
- No 87%
- Don't Know / Refused (DO NOT READ) 1%

Q_EDU: EDUCATION

41. Have you completed a 4-year college degree?

IF REFUSED INITIALLY SAY:

I understand your hesitation. We use this information for demographic purposes only and do not keep any personal information about you or your family.

IF NO, ASK:

Which of the following best describes your education?

- Less than high school graduate
- Highschool graduate
- Some college / Associates Degree / Vocational or Trade school

IF YES, ASK:

- Bachelor's Degree
- Post Graduate Degree
- Less Than High School Graduate <1%
- High School Graduate 6%
- Some college / Associates Degree / Vocational or Trade school 24%
- Bachelors Degree 40%
- Post Graduate Degree 28%
- Don't Know / Refused (DO NOT READ) 2%

Q_INC: INCOME

42. And, which of the following categories best describes your annual household income?

IF REFUSED INITIALLY SAY:

I understand your hesitation. We use this information for demographic purposes only and do not keep any personal information about you or your family. Which of these broad income categories best describes your annual household income?

- Less than \$25,000 2%
- \$25,000 to \$50,000 4%
- \$50,000 to \$75,000 9%
- \$75,000 to \$100,000 12%
- \$100,000 to \$125,000 9%
- \$125,000 to \$150,000 12%
- More than \$150,000 36%
- Don't Know / Refused (DO NOT READ) 17%

Q_AGE: AGE

43. In what year were you born? RECORD EXACT FOUR DIGIT RESPONSE; RECODE INTO CATEGORIES

IF REFUSED INITIALLY SAY:

I understand your hesitation. We use this information for demographic purposes only and do not keep any personal information about you or your family.

- 18-24 1%
- 25-34 3%
- 35-44 6%
- 45-54 14%
- 55-64 27%
- 65-74 26%
- 75 or over 19%
- Refused (DO NOT READ) 4%

Q_GEN: GENDER

44. Sex: BY OBSERVATION

- Male 49%
- Female 51%

Q_VH: VOTE HISTORY

45. Vote History: PRE-CODE

- 0 of 4 3%
- 1 of 4 28%
- 2 of 4 22%
- 3 of 4 18%
- 4 of 4 29%

Q_REG REP: REPORT REGIONS46. Report Regions: PRE-CODE

• Keller	39%
• Grapevine/Southlake/Westlake	35%
• Colleyville/Euless	26%

Q_IMETH: INTERVIEW METHOD47. Phones: PRE-CODE

• Landline	5%
• Cell Phone	95%